WDAF - TV - Issue Ad Public File Checklist

WOMEN VOTE		
Name of Sponsoring Organization		
Accepted: (mark	: one)	
Class of Time: TRAFE CARD		
Flight dates and times	AL MAN AND AND AND AND AND AND AND AND AND A	
SEE ATTACHED		
Rate charged		
Description of Issue		
1120 CONNECTICUT	Ave WASHINGTON DC	70
Address of Sponsoring Organization		
	Email Address	
Telephone Number of Sponsoring Organization	Email Address	
Sponsor's Officers/Directors/Executive Committee	26	
Sponsor's Officers/Directors/Executive Committee		
STEPHANIC Schriock	Tres	
J (EIHMILE) L'INTOCK	Parket Control of Cont	
Description of substantiation provided (if any)		
Proper Sponsorship Identification: Yes	No	
~ ~ 18	·	
ne de la companya de	Date	



ORDER

Flight Dates 10/04/12-10/06/12

Order Sep 00:15:00

Product Estimate # 1961 **WOMEN VOTE** 580891 Alt Order #

Contract / Revision 09835762 Original Date / Revision Billing Type Cash 15% Agency Com

10/03/12 10/03/12 Order Type **GENERAL Billing Contact** Billing Cycle EOM/EOC AdvertiserWomen Vote

3050 K Street NW Billing Calendar BROADCAST Ste 100

Demographic A35+ Washington, DC 20007 Agency Waterfront Strategies

SP-POL PLI **Rev Codes GEN Buying Contact**

Sales Office DC-M Product Codes PL2C Sales Region NAT **Priority** 1010 Wisconsin Avenue

Agency Ref Advertiser Ref Suite 800 Washington, DC 20007

Start Date

Primary Account Executive Dan Driscoll

Order%

Account Executive

End Date Dan Driscoll 100% Order Share 25% Market Value 57900

> Competing Station % of Order Amount **KCPT** % 0 **KCTV** 25% 14475 **KCWE** % 0 **KMBC** 25% 14475 KMCL % 0 **KPXE** % 0 **KSHB** 25% 14475 **KSMO** 0

Order Totals Billing Plan Month Net Amount Gross Amount # of Spots Rating Start Date End Date Net Amount Gross Amount # Spots October 2012 12 \$12,303.75 \$14,475.00 0.00 10/01/12 10/06/12 12 \$12,303.75 \$14,475.00 Totals 12 \$12,303.75 \$14,475.00 0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	<u>Tota</u> Spots	ls Amount
E 1	4 FOX 4	10/04/12 NEWS	10/05/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:	TF 00 AM)	:30	1	\$825.001	0.00 NM	1	\$825.00
		art Date	End Date 10/07/12	Weekdays TF	Spots/Week 1	<u>Rate</u> \$825.00	Rating 0.00						
E 2	4	10/04/12	10/05/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:	TF	:30	2	\$825.00 1	0.00 NM	2	\$1,650.00
	FOX 4	NEWS		U-04		(O.OO MINI-8.	OU AIVI)						
W	<u>Sta</u> eek: 10		End Date 10/07/12	Weekdays TF	Spots/Week 2	<u>Rate</u> \$825.00	Rating 0.00						
E 3	4	10/06/12	10/06/12	Sa 7-9a	CM-All		~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	:30	2	\$800.001	MM 00.0	2	\$1,600.00
	FOX 4	NEWS		7-8a		(7:00 AM-8:	00 AM)						
		art Date	End Date 10/07/12	Weekdays S-	Spots/Week 2	<u>Rate</u> \$800.00	Rating 0.00						



580891

Flight Dates 10/04/12-10/06/12

Hiatus Dates

Original Date / Revision 10/03/12/ 10/03/12

Order Sep 00:15:00

Advertiser Women Vote

Product WOMEN VOTE

Estimate # 1961

							Tota	ıls
Ln Ch Start End	Inventory Code	Break Start/Er	nd Time Days	Len Spots	s Rate Pri	Rtg Type		Amount
E 4 4 10/06/12 10/06/12 FOX 4 NEWS	? Sa 7-9a 8-9a	CM-All 8-9a (8:00 AN	4-9:00 AM)	:30	1 \$800.001	0.00 NM	1	\$800,00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spot	<u>s/Week Ra</u> 1 \$800.0						
E 5 4 10/04/12 10/05/12	P. M-F 9-10a M-F 9-10a	CM-All 9-10a	~TF~~	:30	1 \$500.001	0.00 NM	4	\$500.00
FOX 4 NEWS AT 9A <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	TF	<u>s/Week Ra</u> 1 \$500.0						
E 6 4 10/04/12 10/05/12 FOX 4 NEWS	2 M-F 5-6p 5-530p	CM-All 5-530p (5:00 PM	TF I-5:30 PM)	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spot	s <u>/Week Rai</u> 1 \$1,000.0						
E 7 4 10/04/12 10/05/12 FOX 4 NEWS AT 6P	! M-F 6-630р M-F 6-630р	CM-All 6-630p	~J.E	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	<u>Weekdays</u> <u>Spot</u> s	s/Week Rat 1 \$1,000.0						
E 8 4 10/04/12 10/05/12 wheel of fortune	M-F 630-7p M-F 630-7p	CM-All 630-7p	va 97 1= T € An da	:30	1 \$3,500.001	0.00 NM	1	\$3,500.00
Start Date	Weekdays Spots	s/Week Rat 1 \$3,500.0	***					
E 9 4 10/04/12 10/05/12 FOX 4 NEWS	M-F 9-10p 9-930p	CM-All 9-930p (9:00 PM	TF I-9:30 PM)	:30	1 \$1,800.001	M/A 00.0	1	\$1,800.00
Start Date	Weekdays Spots	s/Week Rat 1 \$1,800.0						
E 10 4 10/06/12 10/06/12	Sa 9-10p 930-10p	CM-All 930-10p (9:30 PM	S- -10:00 PM)	:30	1 \$1,800.001	0.00 NM	1	\$1,800.00
FOX 4 NEWS Start Date	Weekdays Spots	s/Week <u>Rat</u> 1 \$1,800.0	Tomation and the last of the l					